

Bühlertann, 1 September 2021

## **AriensCo - Expand global presence**

**Since 3 May 2021, AS-Motor has been part of the AriensCo multi-brand group, and the company has set itself the goal of further expanding its global presence. Organisational capacities are currently being expanded in order to guarantee efficient and effective work in the future. As part of this expansion, Jochen Schneider will assume the newly appointed position of Executive Vice President (EVP) for the Europe, Middle East, Africa and Asia (EMEA) region with effect from 1 September.**

Jochen Schneider previously worked for Aebi Schmidt Holding AG. There, he held various management positions, including Chief Executive Officer of North America, Chief Operating Officer of the global business activities and Managing Director of Aebi Schmidt Germany.

Schneider holds an MBA in economics from the University of Budapest and a degree in economics and mechanical engineering from the University of Darmstadt. He is married and has three grown-up children. In his new role at AriensCo as EVP, he will be responsible for all business units and the Ariens, Countax, Westwood and AS-Motor brands in the EMEA region. Maria Lange, Vice President and Managing Director of AS-Motor GmbH will report directly to Jochen Schneider.

Jochen Schneider, together with Maria Lange and Darren Spencer, Vice President and Managing Director of AriensCo UK, will form the new core management team in Europe.

*(Preface & body text: 1402 characters, including spaces)*

### **About AS-Motor GmbH:**

AS-Motor GmbH, based in Bühlertann, has been developing and producing motorised special equipment for garden and landscape maintenance since 1959 and has coined the term all-mower. AS-Motor's machines are made for extreme requirements, such as slopes or high vegetation. The traditional Swabian company employs over 140 people and manufactures most of the components itself. For more information, visit [www.as-motor.de](http://www.as-motor.de).

### **About AriensCo:**

AriensCo is headquartered in Brillion, Wisconsin a small town of 3,200 people. The company operates globally as a multi-brand group, uniting its production sites, brands and employees primarily through shared values. The company employs a total of 1,700 people and is currently led by the 4th generation of Dan Ariens. Further information at [www.ariensco.com](http://www.ariensco.com).

## Visuals:



Bild 1: Jochen Schneider



Bild 2: Maria Lange



Bild 3: Darren Spencer

*Picture credits: AriensCo and AS-Motor GmbH*

*Download link for the photos in print quality: <https://we.tl/t-9DbSGq7eKf>*

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